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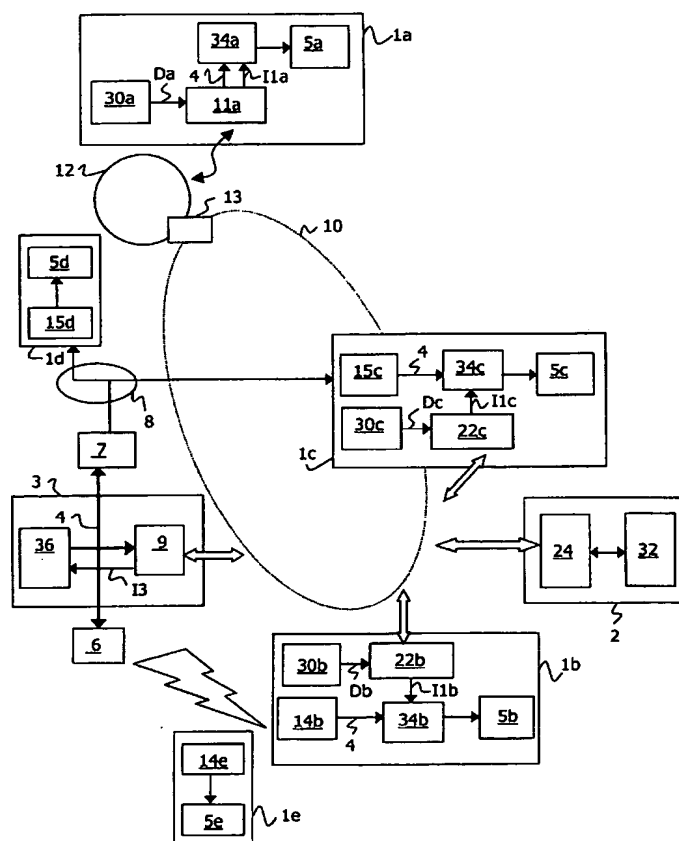
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(54) Title: INTERACTIVE TELEVISION SYSTEM



(57) **Abstract:** The invention proposes an interactive system comprising user units (1a, 1b, 1c) intended to display a content broadcast by a content supply unit (3). According to the invention, the user units are designed to transmit user data (Da, Db, Dc) to an application control unit (2). The application control unit determines pieces of content to be overlaid from user data received. It transmits overlay data to the user units and/or to the content supply unit. These overlay data are used by the user units and/or by the content supply unit for overlaying the pieces of content determined by the application control unit in the content to be displayed and/or in the content to be broadcast. Application: interactive television.